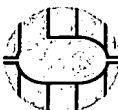
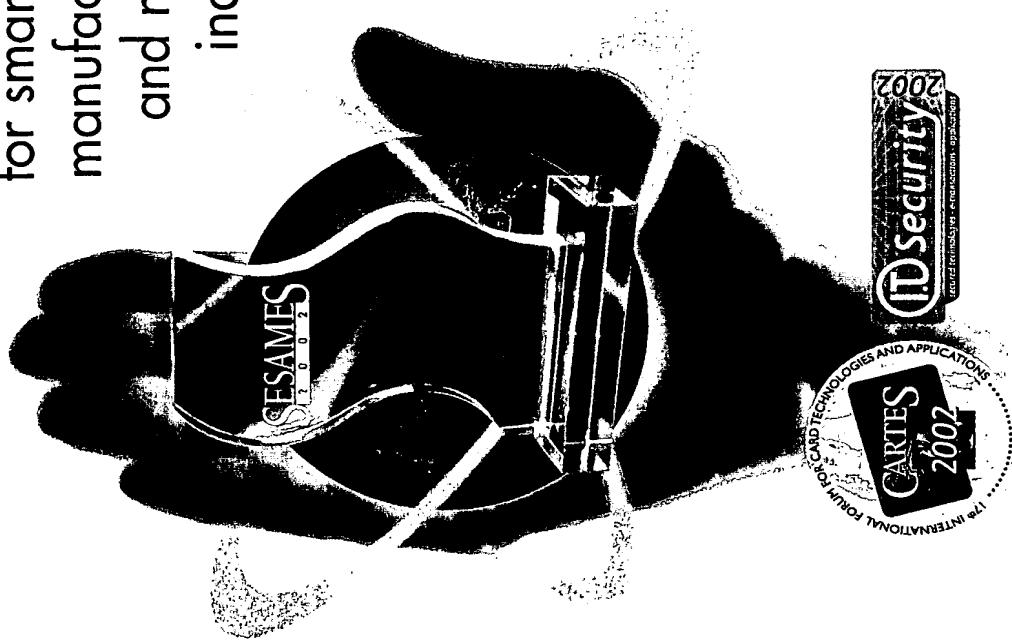


WII52

3 major awards,  
world-wide benchmarks  
for smart card  
manufacturers.  
and related  
industries



Ask for an entry form from March 2003:  
[carteres@exposium.com](mailto:carteres@exposium.com)  
or [itsecurity@exposium.com](mailto:itsecurity@exposium.com)



CARTES - IT SECURITY

1, RUE DU PARC  
F - 92593 LEVALLOIS-PERRET CEDEX FRANCE  
TEL.. + 33 (0)1 49 68 52 61 - FAX: + 33 (0)1 49 68 52 08

E-mail: [carteres@exposium.com](mailto:carteres@exposium.com) - <http://www.itsecurityexpo.com>  
Web: <http://www.carteres.com> - <http://www.itsecurityexpo.com>  
EXPOSITION - S.A. AU CAPITAL DE 4 982 000 € - N° TVA FR 74 316 780 519

**5, 6, 7 November 2002**

Cartes & IT Security > Exhibitions and Conferences

New venue:  
Paris-Nord Villepinte Exhibition Centre - France

As a part of the Cartes & IT Security 2002 Exhibitions and Conferences, the SESAMES Awards have become the unchallenged innovation and application label, and a global standard for card manufacturers and related industries.

This competition is open to Cartes & IT Security trade show exhibitors,

as well as to international industry actors: manufacturers, users, integrators and developers. This year, for the 7th consecutive edition, 120 application forms have been submitted, representing 13 countries: Belgium, Canada, Finland, France, Germany, Hungary, Italy, Japan, Korea, Switzerland, Turkey, United Kingdom, United States of America.

## The top three Year 2002 SESAMES honorary awards are:

The SESAMES Awards are given out by a jury made up of international experts in smart card technologies: journalists, industry professionals and manufacturing experts.

### SESAME for the Best Technological Innovation

■ Mr Edmond ALYANAKIAN  
BBS • Norway

■ Mr Daniel BALABAN  
Card Technology Magazine • USA

■ Mr Charles COPIN  
Analyses & Synthèses • France

■ Mr Gérard GALLER  
European Commission • Brussels

■ Mr Lutz MARTINY  
Eurosmart • Belgium

■ Mrs Annich MCINTOSCH  
C&M Publications • United Kingdom

■ Mr Ernesto SALVOLI  
Business Card • Italy

■ Mrs Anja VAN BOCKLAER  
Card Forum • Germany

■ Mr Freddy YAP  
CardsNow!Asia • Malaysia



THE SESAMES AWARDS 2002 ARE SPONSORED BY

SESAMES

## SESAME FOUR UP THE BEST TECHNOLOGICAL INNOVATION

The SESAMES Awards are given out by a jury made up of international experts in smart card technologies: journalists, industry professionals and manufacturing experts.

■ Mr Edmond ALYANAKIAN  
BBS • Norway

■ Mr Daniel BALABAN  
Card Technology Magazine • USA

■ Mr Charles COPIN  
Analyses & Synthèses • France

■ Mr Gérard GALLER  
European Commission • Brussels

■ Mr Lutz MARTINY  
Eurosmart • Belgium

■ Mrs Annich MCINTOSCH  
C&M Publications • United Kingdom

■ Mr Ernesto SALVOLI  
Business Card • Italy

■ Mrs Anja VAN BOCKLAER  
Card Forum • Germany

■ Mr Freddy YAP  
CardsNow!Asia • Malaysia

Booth 4N003

Company name  
Infineon Technologies / Sony  
Corporation  
Address  
St. Martin Strasse 76  
81541 München  
Germany  
Tel.  
49 89 234 85548  
Fax  
49 89 234 81130  
E-mail  
serge.peltz@infineon.com  
Contact  
Serge Peltz



### My-C/Felica

Multi-mode Dual Interface 16-bit Crypto Controller:  
• Member of my-C product family which  
supports ISO/IEC 14443 A, B & Sony Felica.  
• Based on Infineon's 65P platform (0,22µ).  
• 32k E2, 5KB RAM, 136 KB ROM.  
• RSA, 3DES, ECC.  
• Highest security: EAL 5+ & VISA level 3  
planned.  
• Available in Dual Interface Module M8.4 &  
Contactless  
Package  
MCC8.



## Loyalty Program With Crm On Smart Card

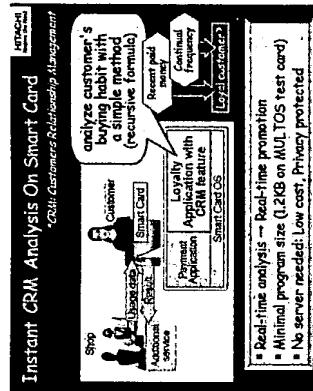
We developed a very simple method to instantly analyze customer's buying habit with minimal data and limited hardware performance of smart cards. This system realizes a real-time analysis to find loyal customers at the shop without a server. It improves the quality of face-to-face service at the shop to build a good relationship with customers.

**Company name**  
Hitachi Ltd.  
**Address**  
1-280 Igashi-Koigakubo, Kokubunji  
185-8601 Tokyo  
Japan  
**Tel.**  
81 42 323 1111

**Fax**  
81 42 323 7721

**E-mail**  
hiroko@crl.hitachi.co.jp  
**Contact**  
Hiroko Sukeda

**Booth 3A011**



## Customer Loyalty

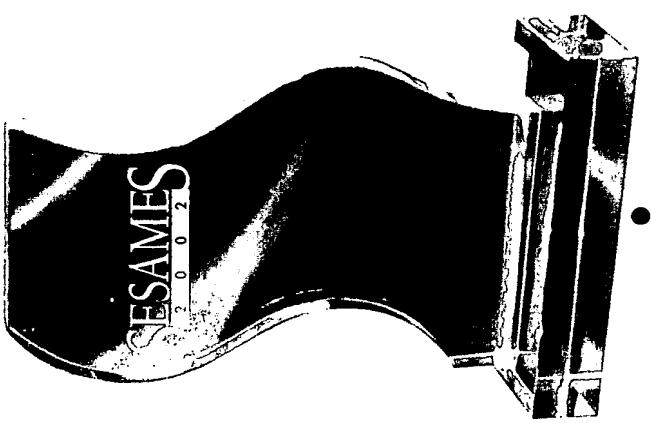
### Fan Reader

By means of acoustic communication, Fan Reader provides privileged access to Audiotel services in one-time password mode, thanks to a dedicated smart card. This solution is intended for fans who can thus receive the very latest information about their idols. This solution also generates Audiotel earnings.

**Company name**  
Xiring  
**Address**  
20, rue Troyon  
92316 Sèvres Cedex  
France  
**Tel.**  
33 (0)1 46 23 67 40  
**Fax**  
33 (0)1 46 23 68 12

**E-mail**  
jdacosta@xiring.com  
**Contact**  
Jocelyne Da Costa

**Booth 4P023**



### eLOYSE

eLOYSE is a flexible platform for the development and implementation of loyalty schemes. eLOYSE is a solution designed to make loyalty scheme development easier. Its modular structure enables programme designers to rapidly develop customized loyalty schemes. eLOYSE is a flexible software written in Java. The system features in five modules stored on the card, the engine running on the terminal the server, which is linked to the database through a Web interface.

**Company name**  
Banksys  
**Address**  
1442 Chaussee de Haecht  
1130 Brussels  
Belgium  
**Tel.**  
32 2 727 65 21  
**Fax**  
32 2 727 67 67

**E-mail**  
caroline.duterme@banksys.be  
**Contact**  
Caroline Duterme

**Booth 4N043**



